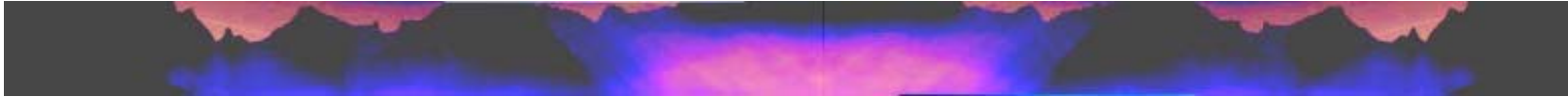




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Workshop 1: Knowledge and knowledge management as a success factor for promoting mountain products

Introduction to the workshop and presentation of questions for the workshop discussion

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Introduction to the workshop discussion

Knowledge in, for and about..

- Knowledge in:
 - Action research, researchers participate in the organisation to be studied
- Knowledge for:
 - Strategic research, research to promote specific goals, e.g to promote mountain products
- Knowledge about:
 - The "classic" way of doing research, the researcher as a distant observer
- What kind of knowledge do the mountain regions need?
 - All three! They are mutually dependent types of knowledge

How to use knowledge in a strategic way

1) Knowledge as a means of public steering:

- Evaluation and monitoring in order to assess if we are doing the right things (e.g. To answer the question if we manage to maintain high quality on our products and to stay within the limits set by the goal of a sustainable development)

2) Knowledge as a means of production:

- Knowledge on historic “physical” means of production (local technology, the utilizing of local resources etc), which can be used in some types of modern local production.
- Knowledge on local qualities, which in principle can be used in branding of all types of products and services

3) Knowledge as a commercial artifact in itself:

- Knowledge-based tourism (e.g. Nature information centers, providing guides with sufficient knowledge etc)

1) Knowledge as a means of public steering

- National Geographic Traveler magazine:
 - In 2004 designated The Norwegian Fjords as the "best" tourism destination in the world.
- However, the following was also stated:
 - *"Need to pay attention to environmental impacts"* → MONITORING



2) Knowledge as a means of production

- Knowledge on historic production techniques and the use of local resources as a means of local production:
 - E.g. taking up traditional ways of producing cheese from non-pasteurized milk at Undredal in Sogn og Fjordane
- Knowledge on local qualities as a means of local branding:
 - E.g. Moods of Norway which uses local nature and culture in designing and branding fashion clothing (which are produced abroad).



3) Knowledge as a commercial artifact in itself



- Commercial information centers of all sorts:
 - An example of "about-type-of-knowledge" which can be of direct strategic use
 - Also a resource base for local business development processes



Questions to address in the workshop discussion

1. What are your experiences regarding using knowledge in development of your mountain region?
2. What are, in your view, the most important challenges when it comes to use knowledge as a means for further development in your mountain region?
3. How do you think these challenges should be concurred?